

# AGENDA

## ADVERTISING AND PROMOTION COMMISSION

March 12, 2012

2:00 pm

Fayetteville Town Center

- I. Call to Order – Maudie Schmitt
- II. Reports
  - A. Approval of Minutes for February monthly meeting
  - B. Financial Report
    - 1. HMR Revenues –
    - 2. Financial Statements – Keith Glass
    - 3. Update from City Attorney re: delinquent tax collection efforts – Kit Williams
  - C. Departmental Reports
    - 1. Clinton House Museum
    - 2. Convention and Visitors Bureau
    - 3. Town Center
  - D. Advertising Agency Report
- III. Old Business
  - A. Appraisal of Old Post Office Quotes
- IV. New Business
  - A. Hire an attorney to negotiate purchase of Old Post Office.
  - B. Applications for A&P Commission
  - C. Gina Scarpino & Richard Berquist – would like to invite Commission to consider leasing or purchasing their property for Fayetteville Underground and as an event venue.
- V. Adjourn

**ADVERTISING AND PROMOTION COMMISSION  
REGULAR MEETING  
February 12, 2012**

**Commissioners Present:** Bob Davis, Lioneld Jordan, Brandon Karn, Bill Lyle, Maudie Schmitt and Justin Tennant.

**Commissioners Absent:** Hannah Mills

**Staff Present:** Marilyn Heifner, Shelly Walters, Sandra Bennett

**CALL TO ORDER**

Maudie Schmitt called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on February 13, 2012, at 2:00 p.m.

**MINUTES**

Davis moved to approve the minutes of January meeting, second by Tennant. Motion carried.

**HMR REPORT**

Marilyn reported that HMR was up 14.70% with total collections of \$205,939. Last year same time increase was 7.74%.

**FINANCIAL REPORT**

Keith Glass presented the financial report. Clinton House expenses are right in line with budget. Income was better than previous year. CVB store revenue was up \$38,000 for the year. Concurrently, expenses for store items was up \$32,000. Budget was down \$15,000 without store sales. Town Center was down \$44,000 in revenue. Remodel will be included in depreciated items. A & P interest on investment had no December numbers. Revenue was up \$77,000 and \$120,000 over budget (this includes renovation of Town Center which was not reflected in budgeted items). Overall, these numbers are preliminary because he is waiting for city to do final numbers on investment income.

**DELINQUENT TAX COLLECTIONS**

Kit Williams reported \$6,653.49 in collections to begin 2012. Eleven of the delinquent restaurants are closed. Another 8 show \$0 balance. A couple of those closed are making monthly payments.

**CLINTON HOUSE MUSEUM**

Agency is working on updating the Clinton House website and public relations plan for 2012. Daffodils are beginning to bloom.

**CONVENTION VISITORS BUREAU**

Visitor Center had \$1863.93 in sales. A Sports meeting and a Hotel meeting was held with stakeholders. Restaurant Week promotion was held. Julie Pennington is attending the American Bus Association meeting in Grapevine, Tx and has 34 appointments. She is promoting an ARTS tour, From Fun Art to Fine Art.

**TOWN CENTER**

Sandra reported that the Town Center was up in almost every category from last year. The Center is seeing success with clients who are rebooking.

**AD AGENCY**

Drew Finkbeiner reported for the Agency. Print and Online Ads will start in March. "EXPERIENCE" is being incorporated into the Fayetteville logo. The Facebook campaign is showing much success. They are beginning to work on the Fayetteville Guide for May target distribution. The print bid is in process.

## **OLD BUSINESS**

### **Old Post Office**

Justin Tennant asked what happened to the deal presented previously. He said the way it was originally presented it was a “no brainer”.

Heifner asked that a lawyer or real estate agent be hired to complete real estate transaction since it was not in her job description and counteroffer was not what Brandon Karn, Bumpass and she had originally agreed on.

Original 2006 appraisal for Ron Bumpass was for \$2.6 million dollars. Jordan moved, Davis seconded, to do another appraisal with inspection by Mark Risk, who did the original appraisal for Ron Bumpass. Jordan said if cost of the appraisal is over \$2500, it should come back to commission for prior approval. Motion carried.

Commission concurred that a special meeting could be called to do offer and take possession.

## **EXECUTIVE SESSION**

Davis moved, Tennant seconded to go into executive session to discuss a personnel matter. Motion carried.

Following Executive Session, Commissioner Jordan moved to put Executive Director, Marilyn Heifner on paid administrative leave pending outcome of Prosecuting Attorney’s FOI investigation; second by Tennant. Motion carried.

## **NEW BUSINESS**

Commissioner Jordan presented FOI policy to be amended to by-laws of Advertising and Promotion Commission.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Marilyn Heifner  
Executive Director  
Advertising and Promotion Commission

Advertising and Promotion Commission  
For month of **February 2012**

Current Year HMR Collected (2120.0912.4101.00)	\$ 175,404.69
Prior Year Collected (2120.0912.4101.01)	\$ 2,884.15
First Security Investment Interest Revenue (2120.0912.4708.00)	\$ 1,057.52
Total Revenues	<hr/> \$ 179,346.36
Annual Bond Audit Expense (2120.9120.7602.60)	\$ -
Collection Expense (2120.9120.5333.00)	\$ (3,565.78)
Bank of OK Quarterly Fee (2120.9120.5712.00)	\$ -
Town Center Bond Payment (2120.9120.5712.00)	\$ (56,133.99)
2010 Property Taxes on Town Center (2120.9120.7602.60)	
Total Expenses	<hr/> \$ (59,699.77)
Total Check to A&P	<hr/> <hr/> \$ 119,646.59

***~ This report represents HMR collections through the end of the month.  
These figures may include past due amounts.***

**City of Fayetteville, Arkansas**  
**Monthly HMR Tax Collections 2008-2011**

	2009 Total HMR Taxes	2010 Total HMR Taxes	2010 Change Over Prior Year	2011 Total HMR Taxes	2011 Change Over Prior Year	2012 Total HMR Taxes	2012 Change Over Prior Year
January	\$166,214	\$166,645	0.00%	\$179,546	7.74%	\$205,939	14.70%
February	\$167,141	\$143,940	-13.88%	\$158,037	9.80%	\$178,289	12.81%
March	\$180,027	\$172,662	-4.09%	\$169,093	-2.06%		
April	\$191,542	\$187,730	-2.00%	\$187,976	0.00%		
May	\$190,320	\$185,096	-2.74%	\$188,149	1.65%		
June	\$190,237	\$184,371	-3.08%	\$205,700	11.57%		
July	\$180,944	\$196,323	0.08%	\$205,438	4.60%		
August	\$167,897	\$180,741	7.65%	\$189,839	5.03%		
September	\$176,463	\$184,471	4.54%	\$195,427	5.94%		
October	\$189,728	\$195,169	2.87%	\$214,713	10.01%		
November	\$190,887	\$213,494	11.84%	\$203,529	-4.67%		
December	\$174,568	\$171,511	-0.18%	\$202,027	17.79%		
<b>Total</b>	<b>\$ 2,165,969</b>	<b>\$2,182,155</b>	<b>0.75%</b>	<b>\$2,299,473</b>	<b>5.38%</b>	<b>\$384,227</b>	<b>13.82%</b>



**Keith M. Glass, CPA**

**2580 N. College  
Fayetteville, AR 72703**

**Accountant's Compilation Report**

Final

To Commission Members,

I have compiled the accompanying statements of assets, liabilities, and capital arising from transactions of Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum as of December 31, 2011 and the related statements of revenue and expenses for the period then ended, and twelve months then ended and the period then ended last year, and twelve months then ended last year, and the related Statement of budget, revenue and expenses for the month then ended. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide assurance about whether the financial statements are in accordance with the modified accrual basis of accounting. The financial statements have been prepared on the modified cash basis, which is a comprehensive basis of accounting other than generally accepted accounting principles.

Management (Owners) is(are) responsible for the presentation and fair presentation of the financial statements in accordance with the modified cash basis of accounting and for designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements arising from modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's asset, liabilities, equity, revenue, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

I am not independent with respect to Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum.

Keith M. Glass, CPA

3-3-12

Date

Fayetteville A&P Commission  
Statement of Assets, Liabilities & Equity - Modified Cash Basis  
December 31, 2011

Final

ASSETS

Current Assets		
CVB Cash in Register	\$	100.00
CHM Cash in Register		100.00
Arvest A&P General #4856		211,115.67
1st Security A&P General #8714		432,176.40
1st Sec Fay Town Ctr #8722		159,203.73
1st Sec. Clinton House #8749		36,104.30
1st Sec. Conv Visitor #8730		71,031.25
Arvest Payroll Account #4636		26,556.26
Accounts Receivable		18.48
Due From Other Funds		18,567.88
Investments		1,785,566.73
Investment Adj to Market		4,321.33
Accrued Interest		3,306.87
Total Current Assets		2,748,168.90
Property and Equipment		
Furniture and Fixtures		41,952.36
Equipment		186,629.91
Leasehold Improvements		45,775.99
CVB Building		930,569.02
CVB Land		198,621.00
Building Additions		469,732.24
Accum. Depreciation		(387,899.55)
Total Property and Equipment		1,485,380.97
Other Assets		
Total Other Assets		0.00
Total Assets	\$	4,233,549.87

LIABILITIES AND CAPITAL

Current Liabilities		
Aflac	\$	253.82
Colonial Life & Acc Ins Payabl		(1,157.04)
Federal Payroll Taxes Payable		8,342.28
FUTA Tax Payable		732.93
State Payroll Taxes Payable		870.04
SUTA Payable		(1,042.85)
Employee Benefits Payable		10,935.77
Due to Other Funds		4,065.11
Due to Town Center		4,142.40
Total Current Liabilities		27,142.46
Long-Term Liabilities		
Total Long-Term Liabilities		0.00

See Accountants' Compilation Report

Fayetteville A&P Commission  
Statement of Assets, Liabilities & Equity - Modified Cash Basis  
December 31, 2011

Total Liabilities	<u>Final</u>	27,142.46
Capital		
Beginning Balance Equity	3,879,562.33	
Unrestricted Fund Balance	281,937.74	
Restricted Fund-540 Film Grant	221.53	
Retained Earnings	225.00	
Net Income	44,460.81	
Total Capital		4,206,407.41
Total Liabilities & Capital	\$	4,233,549.87



Fayetteville A&P Commission  
Statements of Revenue & Expenses - Modified Cash Basis  
For the Month and Twelve Months Ending December 31, 2011

Final

	Current Month		Year to Date	
Revenues				
HMR Tax Revenue	\$ 201,958.16	85.01	\$ 2,285,226.25	76.89
Prior Year HMR Tax Revenue	(69.00)	(0.03)	12,960.73	0.44
Rental Income	24,574.99	10.34	385,712.69	12.98
Other Income	300.00	0.13	18,279.85	0.62
Artini Income	2,170.00	0.91	4,870.00	0.16
Parking Revenue	0.00	0.00	7,503.11	0.25
Parking Lease	0.00	0.00	8,680.86	0.29
Gift Shop Sales	162.66	0.07	4,025.10	0.14
Visitor Store	10,653.39	4.48	66,962.45	2.25
Partnership Income	0.00	0.00	4,400.00	0.15
Admission Revenue	267.00	0.11	7,431.57	0.25
Special Projects	0.00	0.00	9,442.19	0.32
Interest Income Investments	905.59	0.38	13,814.66	0.46
Unrealized Gain/Loss	(5,735.74)	(2.41)	(5,735.74)	(0.19)
Interest Income Checking	296.40	0.12	4,429.59	0.15
Visitor Guide Ad Income	500.00	0.21	12,575.00	0.42
Hospitality Summit	0.00	0.00	180.00	0.01
LOTO Sponsor Income	1,573.75	0.66	3,733.75	0.13
Fee Refunds	0.00	0.00	(2,525.00)	(0.08)
Transfer In	0.00	0.00	130,000.00	4.37
<b>Total Revenues</b>	<b>237,557.20</b>	<b>100.00</b>	<b>2,971,967.06</b>	<b>100.00</b>
Cost of Sales				
Clinton House Gift Shop	0.00	0.00	3,695.05	0.12
<b>Total Cost of Sales</b>	<b>0.00</b>	<b>0.00</b>	<b>3,695.05</b>	<b>0.12</b>
<b>Gross Profit</b>	<b>237,557.20</b>	<b>100.00</b>	<b>2,968,272.01</b>	<b>99.88</b>
Expenses				
Signage- Tourism	2,178.88	0.92	11,863.01	0.40
Credit Card Discounts	553.78	0.23	5,994.40	0.20
Bank Charges	0.00	0.00	437.73	0.01
Parking Expense	0.00	0.00	665.00	0.02
Advertising & Marketing	21,465.96	9.04	419,320.66	14.11
Brochures	1,915.77	0.81	154,698.59	5.21
Accounting & Legal Fees	656.12	0.28	7,826.12	0.26
Audit Expense	0.00	0.00	2,700.00	0.09
Office Expense	159.15	0.07	18,055.36	0.61
Visitor Store Exp	120.95	0.05	45,424.89	1.53
Insurance-Building	0.00	0.00	9,634.00	0.32
Insurance & Health Benefits	5,639.56	2.37	53,476.20	1.80
408 (P) Company Match	981.78	0.41	11,125.94	0.37
Car Allowance	300.00	0.13	3,600.00	0.12
Telephone Expense	235.11	0.10	9,090.17	0.31
Postage and Shipping Expense	1,305.90	0.55	15,819.68	0.53
Tracking Software	0.00	0.00	1,695.00	0.06
Material & Supplies	0.00	0.00	2,019.64	0.07
Rent	0.00	0.00	12,000.00	0.40
Maintenance/Lawn	0.00	0.00	490.97	0.02
Repairs & Maintenance Expense	6,581.86	2.77	139,832.84	4.71
Kamensky Fountain Maintenance	147.49	0.06	5,313.33	0.18
Linens	186.05	0.08	23,986.00	0.81

See Accountants' Compilation Report

Fayetteville A&P Commission  
Statements of Revenue & Expenses - Modified Cash Basis  
For the Month and Twelve Months Ending December 31, 2011

*Final*

	Current Month		Year to Date	
Publications & Dues	1,324.00	0.56	16,549.00	0.56
Travel/Training Expense	1,922.86	0.81	35,300.58	1.19
Taxes & Licenses	0.00	0.00	6,284.85	0.21
Collections Expense	4,037.78	1.70	45,963.73	1.55
Interest Expense	391.24	0.16	391.24	0.01
Payroll Tax Expense	3,949.81	1.66	35,856.36	1.21
Depreciation Expense	48,503.05	20.42	48,503.05	1.63
Convention Development	500.00	0.21	42,877.99	1.44
Research Expense	0.00	0.00	475.00	0.02
Contract Labor	5,971.50	2.51	55,656.24	1.87
Wages Expense	51,300.17	21.59	434,641.62	14.62
Electricity Utility	3,905.46	1.64	62,586.16	2.11
Gas Utility	992.02	0.42	10,861.60	0.37
Water Utility	85.55	0.04	9,482.01	0.32
Cable	561.37	0.24	7,522.65	0.25
Recycling	171.89	0.07	1,616.66	0.05
Security	2,039.02	0.86	6,955.59	0.23
Airport Advertising	0.00	0.00	5,655.00	0.19
Minor Equipment	(2,991.59)	(1.26)	15,085.90	0.51
Minor Equipment Capitalized	(153,545.91)	(64.64)	0.00	0.00
Airport Info Booth	0.00	0.00	2,400.00	0.08
Other Expense	0.00	0.00	8,408.58	0.28
All Star Games	0.00	0.00	48,308.00	1.63
Saturday of Champions	0.00	0.00	6,198.50	0.21
DECA	0.00	0.00	1,827.75	0.06
Square Gardens	0.00	0.00	281.65	0.01
Dickson St Special Project	0.00	0.00	900.00	0.03
Town Center Garden Maint	0.00	0.00	69.04	0.00
Joe Martin	0.00	0.00	2,500.00	0.08
Bikes, Blues, & Hot Rods	0.00	0.00	445.00	0.01
LOTO Special Project	500.00	0.21	39,627.40	1.33
Arts Live Theatre	0.00	0.00	1,000.00	0.03
Misc Special Project	12,173.12	5.12	204,872.55	6.89
Bond Payments-Town Center	56,133.99	23.63	675,137.97	22.72
Trustee Expense	0.00	0.00	4,500.00	0.15
Transfer Out	0.00	0.00	130,000.00	4.37
Total Expenses	80,353.69	33.82	2,923,811.20	98.38
Net Income	\$ 157,203.51	66.18	\$ 44,460.81	1.50

Fayetteville A P  
Stmnt of Budget, Revenue and Expenses - Modified Cash Basis  
Month Ending December 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	December Monthly Budget	December Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
HMR Tax Revenue	2,171,850.00	2,171,850.00	2,285,226.09	(113,376.09)	175,170.00	201,958.10	2,162,544.00
Prior Year HMR Tax Rev		-	12,960.73	(12,960.73)		(69.00)	19,040.46
Interest	35,000.00	35,000.00	13,814.66	21,185.34	2,916.00	905.59	30,294.51
Visitor Guide ads	15,000.00	15,000.00	12,075.00	2,925.00			5,612.46
Misc Income	17,000.00	17,000.00	7,583.51	9,416.49			36,536.11
Health Reimbursemen	4,893.41	4,892.59	-	4,893.41	412.00		
Rental Income		-	33,000.00	(33,000.00)		2,750.00	32,673.00
Interest Inc Checking	1,500.00	1,500.00	3,230.50	(1,730.50)	125.00	187.70	1,768.63
<b>Total</b>	<b>2,245,243.41</b>	<b>2,245,242.59</b>	<b>2,367,890.49</b>		<b>178,623.00</b>	<b>205,732.39</b>	<b>2,288,469.17</b>
<b>Expenses</b>							
Unrealized Gain/Loss							(5,800.45)
Town Center Fund	675,548.64	675,548.64	675,137.97	410.67	56,580.64	56,133.99	672,102.10
Bond Audit Exp	2,000.00	2,000.00	-	2,000.00			
Bond Paying Agent Fe	6,000.00	6,000.00	4,500.00	1,500.00			5,454.59
Workman's Comp Ins	2,600.00	2,600.00	-	2,600.00			
Collection Exp	43,437.00	43,437.00	45,963.73	(2,526.73)	3,508.00	4,037.78	43,631.70
Transfer to CVB	313,431.24	313,431.24	100,000.00	213,431.24			250,000.00
Transfer to Clinton Hor	72,071.00	72,071.00	30,000.00	42,071.00			60,000.00
Peace Fountain Maint	10,000.00	10,000.00	1,205.64	8,794.36	837.00		
Contract Labor		-	33,000.00	(33,000.00)		2,750.00	33,000.00
Salaries	81,653.00	81,653.00	80,166.57	1,486.43	6,809.00	6,833.33	80,216.42
Payroll Tax Exp	7,348.77	7,348.77	6,496.17	852.60	616.77	539.87	6,303.09
Insurance-Health	10,953.51	10,953.51	6,594.73	4,358.78	1,011.51	1,323.34	4,976.00
401K Match	2,449.59	2,449.59	2,399.37	50.22	211.59	205.00	2,490.51
Car Allowance	3,600.00	3,600.00	3,600.00	-	300.00	300.00	3,600.00
Advertising & Marketin	400,000.00	400,000.00	389,772.29	10,227.71	50,000.00	20,374.17	398,161.50
Airport Info Booth	5,200.00	5,200.00	2,400.00	2,800.00			6,000.00
Airport Advertising	6,000.00	6,000.00	5,655.00	345.00	1,500.00		5,790.00
Brochures	150,000.00	150,000.00	154,698.59	(4,698.59)	1,000.00	1,915.77	131,804.20
Website Update	5,000.00	5,000.00	-	5,000.00			
Signage- Tourism	10,000.00	10,000.00	11,531.23	(1,531.23)	300.00	2,178.88	9,605.69
Publication & Dues	2,045.00	2,045.00	11,950.00	(9,905.00)		385.00	2,609.85

*Final*

See Compilation Letter

Fayetteville A P  
Strmnt of Budget, Revenue and Expenses - Modified Cash Basis  
Month Ending December 31, 2011

*Final*

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	December Monthly Budget	December Monthly Actual	2010 Year To Date Actual
Travel/Training	5,000.00	5,000.00	3,101.29	1,898.71		997.86	2,851.22
Recycling		-	-	-			661.12
Office Sup & Printing	1,000.00	1,000.00	2,573.22	(1,573.22)		143.65	1,607.49
Postage	20,000.00	20,000.00	15,061.35	4,938.65	2,500.00	1,453.39	21,023.45
Professional Services	7,500.00	7,500.00	7,826.12	(326.12)	625.00	656.12	7,555.00
Straegic Planning		-	385.35	(385.35)			
Audit Expense	2,000.00	2,000.00	2,700.00	(700.00)	2,000.00		
Town Center Garden	10,000.00	10,000.00	-	10,000.00			
Square Gardens		-	-	-			2,100.00
Special Projects		-	-	-			
Air Museum	239,176.00	239,176.00	261,296.84	(22,120.84)		7,977.75	146,766.91
AR H.S. Coaches Clinic		-	-	-			5,300.00
Arts Live		-	-	-			17,250.00
Bikes, Babes, & Bling		-	-	-			
Bikes, Blues, & Hot Rods		-	-	-			18,796.38
Committee for Mardi Gras		-	-	-			8,489.17
DECA Marketing Fash. Show		-	-	-			
H.S. Allstar Games		-	-	-			
NWA Coaches Clinic		-	-	-			1,350.00
Saturday of Champions		-	-	-			30,000.00
State Soccer Finals		-	-	-			2,500.00
7A State Track Meet		-	-	-			1,500.00
Baseball & Softball Weekend		-	-	-			
Dickson St Music		-	-	-			2,288.00
Duathlon		-	-	-			
4 State Volleyball Classic		-	-	-			500.00
Iron Pig Festival		-	-	-			
Joe Martin Stage Race		-	-	-			
Natl School Boards		-	-	-			
Ozark Valley Triathlon		-	-	-			
Fayetteville Night Jam		-	-	-			
Ozark Military Museum		-	-	-			
Solar Splash		-	-	-			
TheatreSquared		-	-	-			
							5,000.00
							25,871.86

See Compilation Letter

Fayetteville A P  
Stmnt of Budget, Revenue and Expenses - Modified Cash Basis  
Month Ending December 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	December Monthly Budget	December Monthly Actual	2010 Year To Date Actual
Tri Sports Kid's & Family Triathlon		-		-			
NCAA Baseball Regional		-		-			10,000.00
NCAA Track Indoor		-		-			10,500.00
SEC Tennis Tournament		-		-			
SEC Men's & Women's Indoor		-		-			
SEC Softball Championships		-		-			
Walton Arts Center		-		-			
Misc Expense		-	1,208.94	(1,208.94)		391.24	2,000.00
Repair & Maintenance	75,000.00	50,000.00	47,885.58	27,114.42	4,000.00		30,495.18
Minor Equip	50,000.00	75,000.00	8,046.66	41,953.34	6,250.00	1,457.50	24,643.37
Depreciation Exp	20,000.00	20,000.00	24,231.28	(4,231.28)	1,685.00	24,231.28	28,880.86
Bank Charges		-	254.88	(254.88)			10,030.60
Taxes & Licenses		-	1,922.62	(1,922.62)			18.94
Convention Development		-	18,843.19				9.56
Unallocated Revenue	6,229.66	6,229.66	-	6,229.66			977.37
<b>Total</b>	<b>2,245,243.41</b>	<b>2,245,243.41</b>	<b>1,960,408.61</b>		<b>139,734.51</b>	<b>134,285.92</b>	<b>2,128,911.68</b>

*Final*

See Compilation Letter

Final

Convention Visitor's Bureau  
Strmt of Budget, Revenue and Expenses - Modified Cash Basis  
Month Ended December 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	December Monthly Budget	December Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Transfer from A&P	313,431.24	313,431.00	100,000.00	213,431.24			250,000.00
Interest	600.00	600.00	372.77	227.23	50.00	28.52	634.14
Partnership Dues	6,000.00	6,000.00	4,900.00	1,100.00		500.00	4,600.00
Travel Hero	3,000.00	3,000.00	-	3,000.00			302.37
Vist. Ctr. Store	30,000.00	30,000.00	66,962.45	(36,962.45)	4,000.00	10,653.39	28,693.96
Special Projects		-	11,767.60	(11,767.60)		1,573.75	2,755.00
First Thursday	5,000.00	5,000.00	4,898.19	101.81			
Dickson St	1,500.00	1,500.00	-	1,500.00			
Film Festival		-	-	-			
Premier Baseball		-	-	-			
Other Income		-	5,206.39	(5,206.39)	4,050.00	300.00	19,553.00
<b>Total</b>	<b>359,531.24</b>	<b>359,531.00</b>	<b>194,107.40</b>	<b>(5,206.39)</b>	<b>4,050.00</b>	<b>13,055.66</b>	<b>306,538.47</b>
<b>Expenses</b>							
Salary+Benefits	183,608.00	183,608.00	174,874.32	8,733.68	24,108.00	17,009.14	205,240.46
Payroll Tax Exp	14,688.00	14,688.00	15,024.96	(336.96)	1,224.00	1,729.01	16,978.05
Insurance-Health	25,362.00	25,362.00	21,725.58	3,636.42	2,358.00	1,643.04	21,906.67
401K Match	5,508.24	5,508.00	4,683.21	825.03	459.00	410.28	5,164.96
Telephone	5,000.00	5,000.00	5,127.91	(127.91)	416.00	335.11	4,533.34
Electricity	4,620.00	4,620.00	4,876.09	(256.09)	392.00	319.14	3,810.13
Water	650.00	650.00	619.51	30.49	50.00		610.11
Conv & Tourism Develop	40,000.00	40,000.00	23,649.45	16,350.55	2,500.00	500.00	21,828.92
Travel & Training	32,385.00	32,385.00	31,836.99	548.01	100.00	925.00	29,372.14
Publications/Dues	3,810.00	3,810.00	4,449.00	(639.00)		939.00	5,981.00
Repair/Maintenance	2,000.00	2,000.00	6,360.81	(4,360.81)			1,490.74
Office Supp/Printing	12,000.00	12,000.00	8,374.23	3,625.77	1,000.00		7,177.85
Tracking Sftware/Maint	2,000.00	2,000.00	1,695.00	305.00			1,695.00
Credit Card Discounts	1,000.00	1,000.00	2,336.34	(1,336.34)	100.00	217.19	975.44
Taxes & Licenses/ASCAF	300.00	300.00	405.34	(105.34)			202.68
Visitor Ctr Store Itms	20,000.00	20,000.00	45,370.89	(25,370.89)	1,000.00	120.95	13,585.40
Education Reimbursement		100.00	-	-			
Bank Charges		-	182.85	(182.85)			
Parking Expense	1,200.00	1,100.00	600.00	600.00	100.00		1,200.00
Advertising & Marketing		-	721.57	(721.57)			7,735.81
Special Project		-	13,918.50	(13,918.50)		500.00	4,269.63
First Thursday	3,900.00	3,900.00	1,008.14	2,891.86		440.00	
Dickson St	1,500.00	1,500.00	-	1,500.00			
Minor Equipment		-	7,996.43	(7,996.43)			2,440.64
Premier Baseball		-	-	-			25,160.00
Sales Tax		-	-	-			
Depreciation Expense		-	24,271.77	-		24,271.77	23,556.84
Research Exp		-	475.00	-			
<b>Total</b>	<b>359,531.24</b>	<b>359,531.00</b>	<b>400,583.89</b>	<b>-</b>	<b>33,807.00</b>	<b>49,359.63</b>	<b>404,915.81</b>

See Compilation Letter

Fayetteville Town Center  
Strmnt of Budget, Revenue and Expense - Modified Cash Basis  
Month Ending December 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year Actual	2011 Year Balance	December Monthly Budget	December Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Rental Incl Service							
Actual 11	394,880.00	394,880.00	350,932.80	43,947.20	29,112.00	21,824.99	353,965.04
Interest - Checking	480.00	480.00	654.85	(174.85)	40.00	65.06	495.92
Parking Revenue			8,449.34	(8,449.34)			6,820.00
Daily	7,000.00	7,000.00	1,601.00	5,399.00	311.00		
Leases	10,000.00	9,800.00	6,420.12	3,579.88	(333.00)		14,601.47
Sales Tax Exp	(3,500.00)	(3,300.00)	(377.50)	(3,122.50)			
Special Projects	10,000.00	10,000.00	2,170.00	7,830.00	2,170.00		
Misc Revenue			3,975.00	(3,975.00)			12,653.25
Transfer							
<b>Total</b>	<b>418,860.00</b>	<b>418,860.00</b>	<b>373,825.61</b>		<b>29,130.00</b>	<b>24,060.05</b>	<b>388,535.68</b>
<b>Expenses</b>							
Salary+Benefits	156,379.00	156,379.00	146,619.49	9,759.51	19,253.00	23,437.70	128,690.94
Commissions				(18,139.99)	125.00	2,691.50	13,414.06
Contract Labor	1,500.00	1,500.00	19,639.99	918.49	1,320.00	1,365.75	15,035.30
Payroll Taxes	12,510.00	12,510.00	11,591.51	125.25	250.00	219.09	11,806.90
Credit Card Discount:	3,000.00	3,000.00	2,874.75	(517.52)	1,729.60	2,212.13	2,521.01
Insurance	19,827.60	19,827.60	20,345.12	1,574.00	408.37	289.24	25,251.50
401K Match	4,691.37	4,691.37	3,117.37				2,914.59
Utilities							
Water	6,225.00	6,225.00	7,478.24	(1,253.24)	600.00		6,433.48
Phone	720.00	720.00	2,673.51	(1,953.51)	60.00		6,750.87
Electricity	64,741.00	64,741.00	57,367.88	7,373.12	5,200.00	3,530.85	54,717.97
Gas	11,969.00	11,969.00	9,621.82	2,347.18	1,485.00	813.39	8,993.83
Cable	5,400.00	5,400.00	6,535.84	(1,135.84)	450.00	561.37	2,365.58
Recycle Dumpster	1,980.00	1,980.00	1,616.96	363.04	165.00	171.89	1,328.85
Postage	500.00	500.00	1,938.84	(1,438.84)		1,328.85	578.24
Minor Equipment			22,708.17	(22,708.17)			1,569.87
Office Expense	6,000.00	6,000.00	6,378.83	(378.83)	500.00		5,194.12
Linens	25,000.00	25,000.00	23,986.00	1,014.00	2,087.00	186.05	26,077.99
Outside Laundry							
Repairs & Maintenance	60,750.00	60,750.00	76,567.64	(15,817.64)	6,250.00	5,471.80	80,318.50
Advertising & Promo	3,000.00	3,000.00	28,905.99	(25,905.99)		1,061.79	6,227.75
Travel/Training	3,000.00	3,000.00		3,000.00			3,094.62
Building Insurance	9,000.00	9,000.00	9,634.00	(634.00)			735.00
Taxes & Licenses	4,000.00	4,000.00	3,395.00	605.00			
Special Projects	10,000.00	10,000.00	36,818.05	(26,818.05)		3,755.37	40,536.88
Misc	3,667.03	3,667.03	75.00	3,592.03			
Bank Charges							
Security	5,000.00	5,000.00	6,693.39	(1,693.39)	500.00	2,017.17	6,935.60
Depreciation Eps			133,880.62				10,030.60
<b>Total</b>	<b>418,860.00</b>	<b>418,860.00</b>	<b>640,464.01</b>	<b>(87,723.39)</b>	<b>40,382.97</b>	<b>49,113.94</b>	<b>461,524.05</b>

*Final*

See Compilation Letter



Kit Williams  
City Attorney

Jason B. Kelley  
Assistant City Attorney

TO: **Mayor Jordan**  
**A&P Commissioners**

CC: **Don Marr**, Chief of Staff  
**Casey Jones**, Prosecuting Attorney

FROM: **Kit Williams**, City Attorney

DATE: **March 7, 2012**

RE: **Overdue HMR collection efforts**

The City Prosecutor's Office collected **\$12,281.44** of overdue HMR taxes in February of 2012 for a year-to-date total of **\$18,934.93**. Of the 29 cases listed on the City Prosecutor's report, more than half (15) show a zero delinquent balance. Nine of those cases are closed leaving 20 still active for next month.

The amount of overdue HMR taxes collected would have been \$6,553.49 larger except that one manager's check to pay off the overdue HMR taxes bounced. Fortunately this check was made good later so that \$6,553.49 will show up on March's report and the number of zero delinquent balance cases should increase by one.



**CLINTON K. JONES**  
CITY PROSECUTOR  
**BRIAN THOMAS**  
DEPUTY CITY PROSECUTOR




**OFFICE OF CITY PROSECUTOR**

**MANDY FINKLEA**  
OFFICE ADMINISTRATOR  
E-mail: hotcheck@ci.fayetteville.ar.us  
PHONE: (479) 575-8377  
(479) 575-8378  
Hot Checks: (479) 575-8254  
FAX #: (479) 575-8373

**MEMO**

**TO:** K. Williams  
Fayetteville City Attorney

**FROM:** Casey Jones  
Fayetteville City Prosecutor 

**DATE:** March 2, 2012

**RE:** Status of Active HMR cases

\* When a Criminal Summons is issued for a violation and the Defendant subsequently pays the delinquent balance the Criminal Summons remains active and is then routinely dismissed by the Judge at arraignment if the Defendant is still current and not in violation.

1.	Acambaro Four Business Closed	Jesus Socarro	Active Criminal Summons Delinquent Balance: \$1,468.04
2.	Antoinette's Special Cakes & Catering	Antoinette R. Harris Jami A. Harris	Active Criminal Summons Active Criminal Summons Delinquent Balance: -0-
3.	Brenda's Drive-In	Collin L. Wilkins	Active Criminal Summons Delinquent Balance: -0-
4.	Butcher Block Business Closed	Gary W. Bell	Active Contempt of Court Delinquent Balance: \$1,871.28
5.	Café Delta Soul	Michael L. Vaughn	Trial date: 5/2/12 Delinquent Balance: \$1,980.00
6.	Dickson Dining (Jose's)	Sidney O. Crawford Jr.	Paid: \$1,780.36 Delinquent Balance: No Forms
7.	Dominoes Pizza Business Closed	Lloyd W. Hardison	Active Criminal Summons Delinquent Balance: \$4,390.66
8.	Green Room	Laurie L. Fuller Rustin E. Fuller	Pending Criminal Summons Pending Criminal Summons Paid: \$543.00 Delinquent Balance: -0-

9.	Habibi Business Closed	Michael S. Gumm	Paid: \$369.00 Delinquent Balance: -0- Case Closed
10.	Hillbilly Holler (Locomotion)	Donald Pitts Pitts Dynasty Trust	Paid: \$22.42 Delinquent Balance: -0- Case Closed
11.	Hjem Restaurant	Matthew W. Holland	Paid: \$1,856.00 Delinquent Balance: -0- Case Closed
12.	Hogwild Pizzeria Business Closed	David S. Mackey	Letter Delinquent Balance: \$1,330.00
13.	Mama Dean's	Meneria D. Morrison Terry L. Morrison	TD: 4/4/12 TD: 4/4/12 Delinquent Balance: -0-
14.	Mezza Luna	Juan F. Barcenas Francisco C. Soto	Dismissed @ Arraignment Trial date: 2/8/12 - Dismissed Delinquent Balance: -0- Case Closed
15.	Neon Ice	Brandon S. Pooree William S. Pooree	Active Criminal Summons Active Criminal Summons Delinquent Balance: No Forms
16.	Northern Exposure	Kevin M. Laughlin	Active Criminal Summons Paid: \$6,553.49 in Jan – Check Bounced Delinquent Balance: \$6,553.49
17.	Posta Plata	Steven A. Jones Raul Mendez Jr.	Paid: \$6,095.67 Delinquent Balance: -0- Case Closed
18.	Rogue Pizza Company	John M. Dortch	Paid: \$413.00 Delinquent Balance: -0- Case Closed
19.	Rowdy Beaver Den	Amber M. Biason-Dunn	Pending Criminal Summons Delinquent Balance: No Forms
20.	Rufino's Mexican Food	Raymond A. Montez Raymond R. Montez	Paid: \$382.79 Delinquent Balance: -0- Case Closed

21.	Seafood Market Bar/Grill Business Closed	Craig E. Dowd	Paid: -0- Delinquent Balance: \$4,367.60
22.	Shanghai Chinese and China Garden Businesses Closed	Hsiao L. J. Shen	Active Contempt of Court Delinquent Balance: \$3,090.00
23.	Sipamouane Twin Kitchen	Jeffrey Sipamouane	Pending Criminal Summons Paid: \$387.20 Delinquent Balance: -0-
24.	Soul Restaurant & Lounge Business Closed	Casey E. Dighero	Paid: \$150.00 Delinquent Balance: \$118.64
25.	Starlight Skatium	Tiffany A. Caston William N. Caston	Paid: \$162.00 Delinquent Balance: -0- Case Closed
26.	The Stone Pony, Inc.	William E. Gran	Paid: \$120.00 Delinquent Balance: -0- Case Closed
27.	Tim's Pizza (North) Business Closed	Michael A. Stephens	Active Criminal Summons Delinquent Balance: -0-
28.	Uncle Gaylord's Business Closed	Hiram F. Brandon	FTA Warrant Delinquent Balance: No Forms
29.	WOW Japanese Bistro Business Closed	Chong N. Kim	FTA Warrant Delinquent Balance: \$2,042.00

**TOTAL: \$12,281.44**

# CLINTON HOUSE MUSEUM

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## MONTHLY REPORT

**FEBRUARY 2012**

The Clinton House Museum had a total of 133 visitors in the month of February.

## MUSEUM ACTIVITIES AND EVENTS:

February 2<sup>nd</sup> – Tulip Planting – Approximately 2,000 bulbs were planted on the grounds by detainees from the Fayetteville Women’s Detention Facility. The tulip bulbs were donated by Fayetteville In Bloom as part of their Plant the Town RED program.

February 10<sup>th</sup> – Group Tour – 30 visitors

February 11<sup>th</sup> - The ESPN production entitled *40 Minutes of Hell* featuring the road to the 1994 Razorback Basketball National Championship premiered at Bud Walton Arena after the Hogs posted a win over South Carolina (76-65) followed by the television premiere on ESPNU that evening. The documentary features footage of both the interior and exterior of the House in addition to a candid interview with President Clinton. The documentary can be viewed on [www.espn.com](http://www.espn.com).

February 15<sup>th</sup> - The PBS American Experience – CLINTON: It All Began With Hope, a two-part biography of President Clinton premiered on PBS. The Museum worked closed with PBS in the production of this documentary by providing early campaign footage, photos, and interviews. The documentary can be viewed at [www.pbs.com](http://www.pbs.com) and we also have copies of the DVD for sale in the gift shop.

February 20<sup>th</sup> – FREE ADMISSION in honor of President’s Day in our nation’s capital and officially recognized in Arkansas as Washington’s Birthday and Daisy Bates Day. Visitors were able to learn the unique and quite unknown history of this holiday.

## Fayetteville Visitor Center - 2012 Sales & Visitor Count

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<b>Sales Totals</b>	\$1,863.93	\$4,548.24										
<b>2011 Totals</b>	\$854.92	\$1,262.24	\$2,450.88	\$5,220.72	\$7,370.00	\$6,356.51	\$5,707.79	\$9,650.33	\$5,182.26	\$7,221.30	\$4,797.54	\$10,741.22
<b>% Change from 2011</b>	118.0%	260.3%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%

<b>Visitor Count</b>	686	1043										
<b>2011 Totals</b>	295	238	691	1301	1454	1463	1441	1457	1313	1189	1103	1283
<b>% Change from 2011</b>	132.54%	338.24%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

2011 Goal = \$30,000/year or \$2,500/month

<b>2011 Totals</b>		<b>2012 Totals</b>	
Sales	\$66,815.71	Sales	\$6,412.17
Visitors	13228	Visitors	1,729

*% Change = divide the difference between the two numbers by the 2010 number  
then move the decimal two spaces right*

<b>2011 monthly sales average=</b>	<b>\$5,567.98</b>
<b>2011 monthly visitor average=</b>	<b>1102</b>
<b>2011 sales per visitor =</b>	<b>\$5.05</b>

<b>2012 monthly sales average=</b>	<b>\$3,206.09</b>
<b>2012 monthly visitor average</b>	<b>865</b>
<b>2012 sales per visitor =</b>	<b>\$3.71</b>

# ***Inquiries By Source***

**From: 2/1/2012 To: 2/29/2012**

**Showing: all records**

<i><b>Source</b></i>	<i><b>Inquiries</b></i>	<i><b>\$/Inquiry</b></i>
Travel Information.com	400	\$0.00
Travel Guides Free	317	\$0.00
@ Website	122	\$0.00
UA Graduate School	97	\$0.00
Midwest Living	4	\$0.00
	<b>940</b>	

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## **Fayetteville Convention & Visitors Bureau**

21 S. Block ~ Fayetteville, AR 72701

Phone: (800) 766-4626, (479) 521-5776 ~ Fax: (479) 571-4731 ~ info@experiencefayetteville.com ~ Web:  
www.experiencefayetteville.com

## Definite Bookings By Booking Date

### ***February 2012***

	Meeting Dates	Attnd	Peak	Rooms	\$ Value
B.E.S.T Baseball	04/13/2012	500		0	155,700
Diamond Skills Classic	04/15/2012				
UA Curriculum & Instruction	06/22/2012	300	0	0	62,280
UA Literacy Symposium: Differentiated Literacy	06/23/2012				
Mid-America Tournaments	07/05/2012	350	250	750	145,320
18U World Series West	07/08/2012				
Arkansalsa Fest	09/22/2012	3,000	0	0	311,400
	09/22/2012				
UA Curriculum & Instruction	02/22/2013	300	0	0	31,140
ESL Symposium	02/22/2013				
<b>Sub-Total for February</b>	<b>5 Meetings</b>	<b>4,450</b>		<b>750</b>	<b>\$705,840</b>
<b>GRAND TOTAL</b>	<b>5 Meetings</b>	<b>4,450</b>		<b>750</b>	<b>\$705,840</b>

# Fayetteville Town Center, Manager's Activity Report

February 1, 2012 to February 28, 2012

## Sales:

	FEBRUARY 2011 (base)	FEBRUARY 2012	Month % Change	YTD 2011	YTD 2012	YTD % Change
<b>Sales</b> (# returned contracts by log date – GL)	11	12	9%	33	27	(18%)
<b>Completed Events</b>	14	16	14%	27	28	4%
<b>Sales</b> (\$ returned contracts by log date – GL)	\$15,550.00	\$22,102.00	42%	\$51,622.75	\$61,078.00	18%
<b>Collections **</b> (\$ - Payment Log)	\$27,774.87	\$33,077.73	19%	\$52,106.43	\$63,647.36	22%
<b>Executed Contracts</b>	\$27,845.00	\$38,475.00	38%	\$72,635.00	\$70,800.00	(3%)
<b>Credit</b> (\$ - GL)	-0-	-0-	NA	-0-	-0-	-0-
<b>Average per event</b> (\$ Sales / # Sales)	\$1,413.64	\$1,841.83	30%	\$1,564.33	\$2,262.15	45%

## Operations Items:

- HVAC Units Preventative Maintenance
- Ice Machine replacement quotes

## Sales and Coordination:

- UA Signing Day – Second year to have event at FTC; High profile event with entire UA coaching staff and Chancellor in attendance.
- UA Student Athletic Dept. - confirmed booking of the first “hogspy” awards banquet for seniors.
- Secured the first “I’m with Miller” event for the Town Center. It is anticipated to be one of the largest Town Center events with total attendance anticipated at 900.
- Confirmed the calendar of events for the Fayetteville Chamber; re-created payment plan that proved to be successful in the budgeting of the chamber’s various events.
- Some of the local non-profit events booked are the Children’s Safety Center, Arkansas Support Network, NWA Healthy Marriage (2 events in February and rebooked the business for Feb 2013), Ozark Literacy, Shun Strickland Women’s Conference, Forgotten Song, Dig In, and the University of Arkansas African Student Association’s “Sound of Africa”
- City of Fayetteville Police Department - Annual Banquet – provided incidentals at no cost to show our appreciation for the FPD
- Girl Scouts of America – Thinking Day 2012 – worked with them on rate so girls all over the community could get together and share ideas/projects

## Event List:

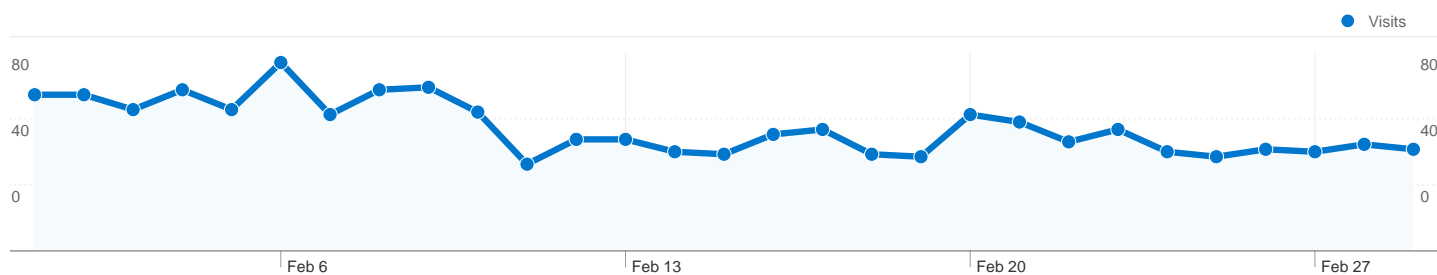
- February 2 – UA Signing Day
- February 4 – Fayetteville Police Dept
- February 4 – St. James Baptist
- February 7 – Ikon/Ricoh
- February 8 – Ikon/Ricoh
- February 9 – Ikon/Ricoh
- February 11 – NWA Healthy Marriage
- February 15 – Sterling Education
- February 16 – FHS DECA
- February 18 – NWA Healthy Marriage
- February 19 – Girl Scout Thinking Day
- February 21 – Arvest
- February 24 – Storms Orthodontics
- February 25 – Shun Strickland
- February 26 – Ozark Natural Foods
- February 28 – Brenda Austin

## Event Breakdown

Non-profit events – 31%  
Corporate events – 44%

Community events – 19%  
UA events – 6%





## Site Usage

1,443 Visits

26.20% Bounce Rate

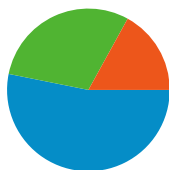
2,928 Pageviews

00:00:47 Avg. Time on Site

2.03 Pages/Visit

93.21% % New Visits

## Traffic Sources Overview



- **Referring Sites**  
767.00 (53.15%)
- **Direct Traffic**  
431.00 (29.87%)
- **Search Engines**  
245.00 (16.98%)

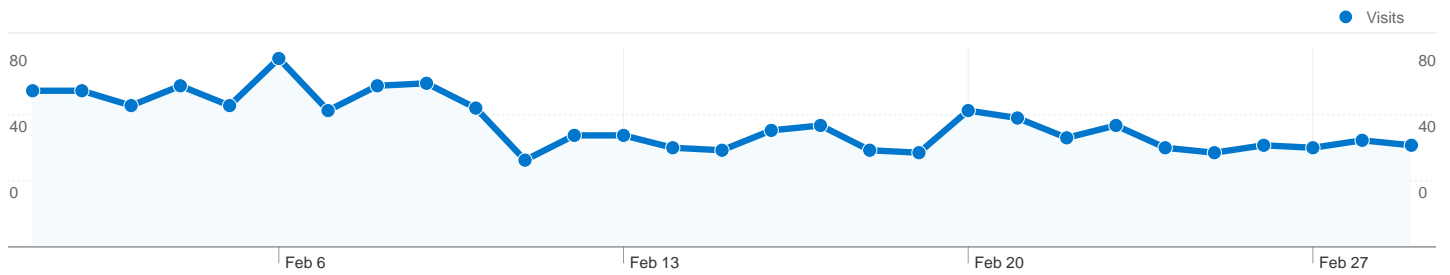
## Content Overview

Pages	Pageviews	% Pageviews
/	1,543	52.70%
/home.html	1,251	42.73%
/Timeline.html	134	4.58%

# Traffic Sources Overview

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site

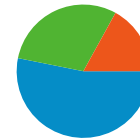


All traffic sources sent a total of 1,443 visits

29.87% Direct Traffic

53.15% Referring Sites

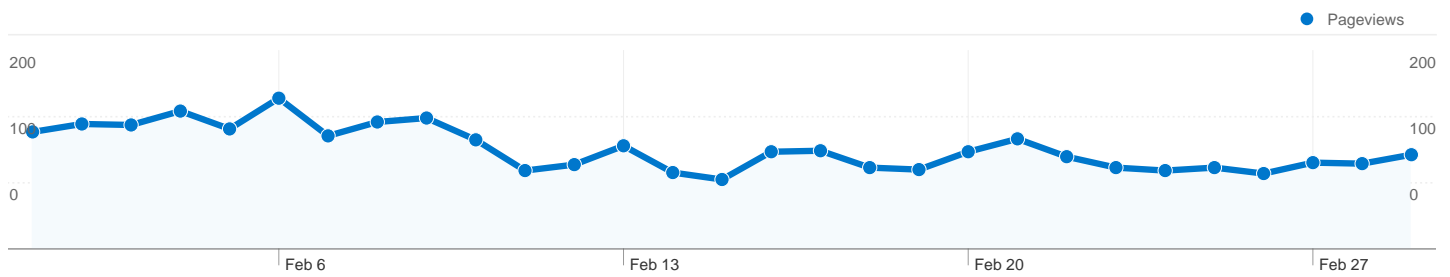
16.98% Search Engines




■ Referring Sites  
767.00 (53.15%)  
■ Direct Traffic  
431.00 (29.87%)  
■ Search Engines  
245.00 (16.98%)

## Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
facebook.com (referral)	467	32.36%	clinton house museum	43	17.55%
(direct) ((none))	431	29.87%	(not provided)	38	15.51%
google (organic)	210	14.55%	clinton house fayetteville ar	23	9.39%
accessfayetteville.org (referral)	82	5.68%	clinton house	9	3.67%
apps.facebook.com (referral)	42	2.91%	bill clinton house	6	2.45%



Pages on this site were viewed a total of 2,928 times

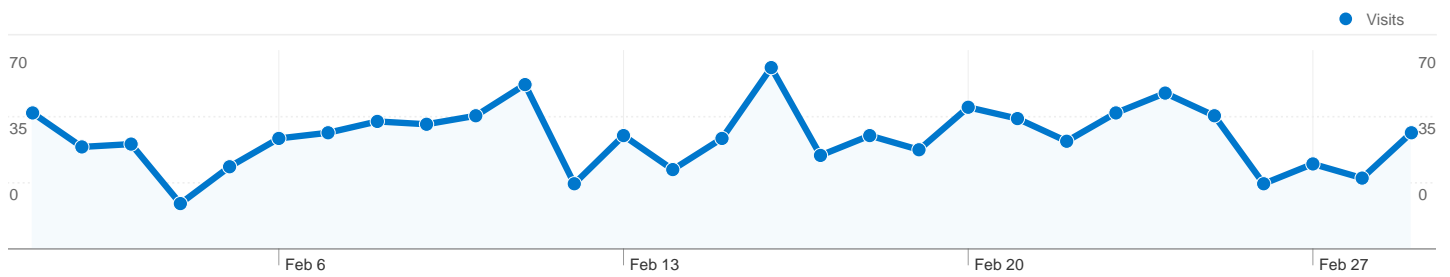
 2,928 Pageviews

 2,588 Unique Views

 26.20% Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/	1,543	52.70%
/home.html	1,251	42.73%
/Timeline.html	134	4.58%



## Site Usage

1,145 Visits

41.75% Bounce Rate

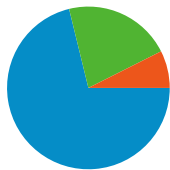
3,472 Pageviews

00:01:52 Avg. Time on Site

3.03 Pages/Visit

73.36% % New Visits

## Traffic Sources Overview



- **Search Engines**  
815.00 (71.18%)
- **Referring Sites**  
245.00 (21.40%)
- **Direct Traffic**  
85.00 (7.42%)

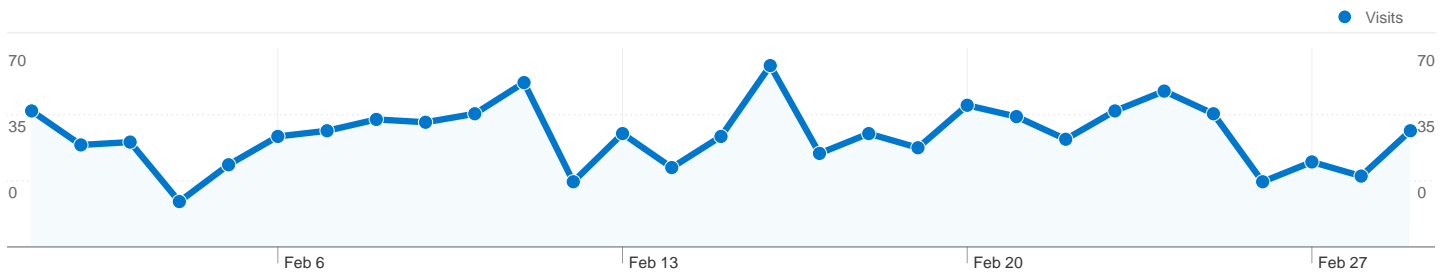
## Content Overview

Pages	Pageviews	% Pageviews
/NaN	2,864	82.49%
/	173	4.98%
/wedding.shtml	89	2.56%
/social.shtml	56	1.61%
/index.shtml	50	1.44%

# Traffic Sources Overview

Feb 1, 2012 - Feb 29, 2012

Comparing to: Site

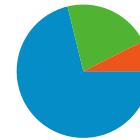


All traffic sources sent a total of 1,145 visits

7.42% Direct Traffic

21.40% Referring Sites

71.18% Search Engines



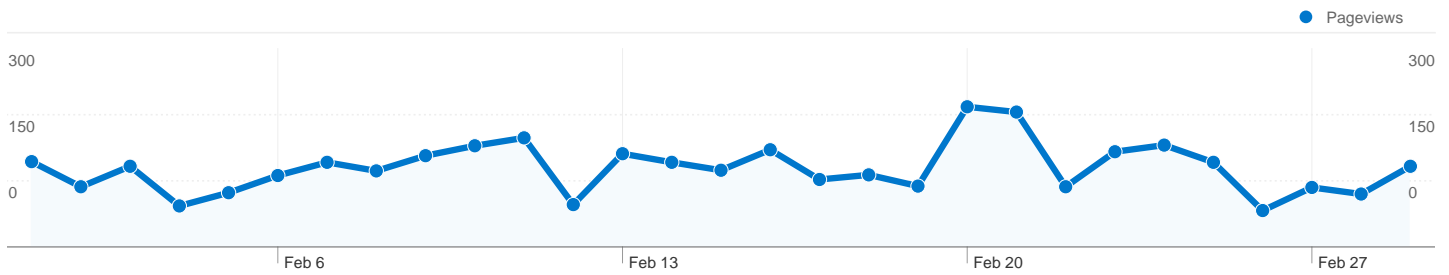
■ Search Engines  
815.00 (71.18%)

■ Referring Sites  
245.00 (21.40%)

■ Direct Traffic  
85.00 (7.42%)

## Top Traffic Sources


Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	706	61.66%	fayetteville town center	269	33.01%
(direct) ((none))	85	7.42%	(not provided)	140	17.18%
facebook.com (referral)	57	4.98%	town center fayetteville ar	36	4.42%
nwaweddingideas.com	56	4.89%	photo booth rentals fayetteville	33	4.05%
bing (organic)	51	4.45%	fayetteville ar town center	21	2.58%



Pages on this site were viewed a total of 3,472 times

 **3,472** Pageviews

 **1,416** Unique Views

 **41.75%** Bounce Rate

## Top Content

Pages	Pageviews	% Pageviews
/NaN	2,864	82.49%
/	173	4.98%
/wedding.shtml	89	2.56%
/social.shtml	56	1.61%
/index.shtml	50	1.44%

**City of Fayetteville Application Form**  
**For appointment to City Boards, Commissions, and Committees**

William T. Lyle	/	Executive Chef, Ella's Restaurant	
Name	Spouse name (if applicable)	Occupation/Employer Name	
112 Boles St. #1	Fayetteville	AR	72701
Resident Street Address	City	State	Zip Code
Mailing Address		City	State
479-435-0121		479-582-0400	wtlyle@yahoo.com
Home phone #		Business phone	Email Address
A&P Commission	Commissioner	10 yrs	
Choice of Committee	Position	Length of Residency in the City Limits of Fayetteville	

Are you a Fayetteville registered voter? Yes ☒ No ☐

1. What are your qualifications for serving on this committee, including education and expertise in the subject matter?

2. Why would you like to be considered for appointment to this committee?

**References:**

Owen McClung	608 Mulligan Dr. 72704	479-973-4363
Name	Address	Phone
Norm Toering	465 N. Arkansas Ave. 72701	479-582-0400
Name	Address	Phone

How did you hear about the opening(s)? NWA Times ☐ Free Weekly ☐ Accessfayetteville.org ☐  
Government Channel ☐ Chamber of Commerce ☐ Other ☐

State statute §21-8-701 requires the following persons shall file a written Statement of Financial Interest upon appointment. The Statement of Financial Interest for the previous calendar year shall be filed by January 31<sup>st</sup> of each year by the following: Planning Commission, Airport Board, Water or Sewer Board, Utility Board or Civil Service Commission.

If you are applying for the Planning Commission you must also complete and submit a Real Estate Holdings Form which may be obtained on our website at [accessfayetteville.org](http://accessfayetteville.org)

If you have any questions you may contact the City Clerk's office at 575-8323 or by email [city\\_clerk@ci.fayetteville.ar.us](mailto:city_clerk@ci.fayetteville.ar.us)

<b>Office Use Only:</b>	
Term Begins: _____	Appointed: _____
Term Expires: _____	Replaced: _____
Terminated: _____	Resigned: _____

**1. What are your qualifications for serving on this committee, including education and expertise in the subject matter?**

I moved to Fayetteville in 2001 to attend the University of Arkansas, where I earned my BSBA in Business Management. I began cooking in various local restaurants in 2002 and have held the position as Executive Chef at Ella's Restaurant since 2008. I have been a small business owner since 2006 when I purchased event equipment from a Bentonville-based marketing company and relocated it to Fayetteville.

My small business relies on our thriving community in order to be successful. Making connections through socializing with local patrons is the heart of how we've grown our business. I've had the opportunity to become a leader in various restaurant positions in Fayetteville, and used those leadership positions to give back to the community in various forms of philanthropy, mainly donating food and services to charity fundraisers.

**2. Why would you like to be considered for appointment to this committee?**

Given the leadership roles I've held in restaurants, my previous A&P experience, as well as the success of my small business, I feel that I would be the ideal candidate to continue in this position. My interactions with Fayetteville residents over the years have given me a firm idea of what the citizens of this town wish to see happen in the future. I also have a strong desire to continue giving back to the community. Through continuing my role on the A & P commission, I feel that I can be a contributor in growing the success of our tourism industry, as well as attracting new residents to Fayetteville.



#4158pm -

All information submitted on this application is subject to the  
Freedom of Information Act and will be released if requested.

**City of Fayetteville Application Form**  
**For appointment to City Boards, Commissions, and Committees**

Ching Mong	/	Self	Self
Name	Spouse name (if applicable)	Occupation/Employer Name	
3120 W. Essex Dr.	Fayetteville	Arkansas	72704
Resident Street Address	City	State	Zip Code
3120 W. Essex Dr.	Fayetteville	Arkansas	72704
Mailing Address	City	State	Zip Code
479-466-9327	479-571-8886	chingmong1@gmail.com	
Home phone #	Business phone	Email Address	
A & P	Commissioner	32 years	
Choice of Committee	Position	Length of Residency in the City Limits of Fayetteville	

Are you a Fayetteville registered voter? Yes ☒ No ☐

1. What are your qualifications for serving on this committee, including education and expertise in the subject matter?  
Graduate of the U of A. In the restaurant/hospitality industry as a manager and/or owner for 12 years. Past committee chair for the Fay. Convention and Visitors Committee of the Chamber. Past Commissioner of the A & P. Current restaurant owner in Fay.

2. Why would you like to be considered for appointment to this committee?

We have a beautiful town with wonderful venues and great potential. I have lived in Fayetteville for over 32 years and I think I have a good sense with how to promote our town.

Being a business owner in our town, I am also concerned with how our HMR taxes are being spent. I want to have a positive impact in promoting our town.

**References:**

Don Moore	3191 N. Katherine, Fayetteville 72703	479-263-0200
Name	Address	Phone
Evan McDonald	1324 S. Washington Ave. 72701	479-856-3993
Name	Address	Phone

How did you hear about the opening(s)? NWA Times ☐ Free Weekly ☐ Accessfayetteville.org ☐  
Government Channel ☐ Chamber of Commerce ☐ Other ☒ Friend

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Term Expires: \_\_\_\_\_

Replaced: \_\_\_\_\_

Terminated: \_\_\_\_\_

Resigned: \_\_\_\_\_



**City of Fayetteville Application Form**  
**For appointment to City Boards, Commissions, and Committees**

Name Hannah Withers / Spouse name (if applicable) James Gitchel / Occupation/Employer Name self employed / Little Bread Co.  
Resident Street Address 1641 N Vandeventer / City Fayetteville / State AR / Zip Code 72703  
Mailing Address 116 N Block Ave / City Fayetteville / State AR / Zip Code 72701  
Home phone # 479-287-4396 / Business phone 479-527-0622 / Email Address littlebreadco@yahoo.com  
Choice of Committee A&P / Position Commissioner / Length of Residency in the City Limits of Fayetteville 5 years

Are you a Fayetteville registered voter? Yes ☒ No ☐

1. What are your qualifications for serving on this committee, including education and expertise in the subject matter?

I am a downtown restaurant owner, president of Block St. Business Assn., board member of FIBA, downtown event producer, and participant in our downtown culture.

2. Why would you like to be considered for appointment to this committee?

I believe I am driven, have a thorough understanding of A&P, and am a huge advocate for the uniqueness that enriches my life in Fayetteville. I believe that uniqueness is highly marketable.

References:

Stacey Wietes - Dark Star / 106 N Block Ave / 479-443-2323  
Name Address Phone

Jessy Lang - Good Things Boutique / 108 N Block Ave / 479-442-3689  
Name Address Phone

How did you hear about the opening(s)? NWA Times ☐ Free Weekly ☐ Accessfayetteville.org ☐  
Government Channel ☐ Chamber of Commerce ☐ Other ☒ Fayetteville Flyer

State statute §21-8-701 requires the following persons shall file a written Statement of Financial Interest upon appointment. The Statement of Financial Interest for the previous calendar year shall be filed by January 31<sup>st</sup> of each year by the following: Planning Commission, Airport Board, Water or Sewer Board, Utility Board or Civil Service Commission.

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Appointed: \_\_\_\_\_

Term Expires: \_\_\_\_\_

Replaced: \_\_\_\_\_

Terminated: \_\_\_\_\_

Resigned: \_\_\_\_\_

RECEIVED

MAR 01 2012

All information submitted on this application is subject to the  
Freedom of Information Act and will be released if requested.

CITY OF FAYETTEVILLE  
CITY CLERK'S OFFICE

**City of Fayetteville Application Form**  
**For appointment to City Boards, Commissions, and Committees**

Name Sandra Hubbard Spouse name (if applicable) Communications Occupation/Employer Name Self

Resident Street Address 1923 N. Woodland City Fayetteville State AR Zip Code 72703

Mailing Address Same City Same State Same Zip Code Same

Home phone # 479-443-1726 Business phone 501-519-1677 Email Address sandyhub@earthlink.net

Choice of Committee Adv. & Promotion Position any Length of Residency in the City Limits of Fayetteville 4 years

Are you a Fayetteville registered voter? Yes ☒ No ☐

1. What are your qualifications for serving on this committee, including education and expertise in the subject matter?

30 years experience owning my own  
advertising/communications firm in Little Rock  
website - www.sandrahubbard.com

2. Why would you like to be considered for appointment to this committee?

My experience working in the communications  
business would be of value, I believe

References:

Name Lamara Roberts Address 4804 Maywood Phone 442-9809

Name Nancy Allen Address N. Woodland Phone 442-5536

How did you hear about the opening(s)? NWA Times ☐ Free Weekly ☐ Accessfayetteville.org ☐

Government Channel ☐ Chamber of Commerce ☐ Other ☐

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Replaced: \_\_\_\_\_

Terminated: \_\_\_\_\_

Resigned: \_\_\_\_\_

RECEIVED

MAR 02 2012

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**City of Fayetteville Application Form**  
**For appointment to City Boards, Commissions, and Committees**

CITY OF FAYETTEVILLE  
CITY CLERK'S OFFICE

<b>Renee Hunt</b>	<b>Terry Hunt</b>	<b>Owner</b>	<b>French Metro Antiques</b>
Name	Spouse name (if applicable)	Occupation/Employer Name	
425 N. Olive Ave.	Fayetteville	AR	72701
Resident Street Address	City	State	Zip Code
425 N. Olive Ave.	Fayetteville	AR	72701
Mailing Address	City	State	Zip Code
479-521-5521	479-587-0804		info@frenchmetro.com
Home phone #	Business phone		Email Address
<b>A &amp; P</b>	<b>member</b>	<b>26 years</b>	
Choice of Committee	Position	Length of Residency in the City Limits of Fayetteville	

Are you a Fayetteville registered voter? Yes ☒ No ☐

1. What are your qualifications for serving on this committee, including education and expertise in the subject matter?  
B.A. and M.A., French Language and Literature; Owner of international business—direct importers of French art and antiques

2. Why would you like to be considered for appointment to this committee?

I am a very enthusiastic resident of Fayetteville, and I would like to contribute my time and talents to promoting my city.

## References:

<b>Steve Clark</b>	<b>123 W. Mountain Fayetteville, AR 72701</b>	<b>521-1710</b>
Name	Address	Phone
<b>Carl Collier</b>	<b>100 W. Dickson St. Fayetteville, AR 72701</b>	<b>442-6262</b>
Name	Address	Phone

How did you hear about the opening(s)? NWA Times ☐ Free Weekly ☐ Accessfayetteville.org ☐  
Government Channel ☐ Chamber of Commerce ☐ Other ☒

State statute §21-8-701 requires the following persons shall file a written Statement of Financial Interest upon appointment. The Statement of Financial Interest for the previous calendar year shall be filed by January 31<sup>st</sup> of each year by the following: Planning Commission, Airport Board, Water or Sewer Board, Utility Board or Civil Service Commission.

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Appointed: \_\_\_\_\_

Term Expires: \_\_\_\_\_

Replaced: \_\_\_\_\_

Terminated: \_\_\_\_\_

Resigned: \_\_\_\_\_



**City of Fayetteville**  
**Application Form**  
**For appointment to City Boards, Commissions, and Committees**

**RECEIVED**

**FEB 09 2012**

CITY OF FAYETTEVILLE  
 CITY CLERK'S OFFICE

Lea Ann Van Winkle-Gisler	/ Fritz Gisler	Event Producer/Caterer	/ Southern Hospitality Management
<b>Name</b>	<b>Spouse name (if applicable)</b>	<b>Occupation/Employer Name</b>	
905 East Overcrest	Fayetteville	Arkansas	72703
<b>Resident Street Address</b>	<b>City</b>	<b>State</b>	<b>Zip Code</b>
905 East Overcrest	Fayetteville	Arkansas	72703
<b>Mailing Address</b>	<b>City</b>	<b>State</b>	<b>Zip Code</b>
Cell 479-263-1116	479-521-1777	leaann@southernhmc.com	
<b>Home phone #</b>	<b>Business phone</b>	<b>Email Address</b>	
Advertising & Promotion Commission		28 years	
<b>Choice of Committee</b>		<b>Length of Residency in the City Limits of Fayetteville</b>	

Are you a Fayetteville registered voter? Yes ☒ No ☐

**1. What are your qualifications for serving on this committee, including education and expertise in the subject matter?**

1) 15 years of event production, food service & catering experience 2) Own Southern Hospitality an event production & catering company  
 3) operate a restaurant/event venue - Southern Landing at Drake Field 4) extensive experience in event marketing & promotions  
 and 5) B.S. in Communications and M.A. work in Communications

**2. Why would you like to be considered for appointment to this committee?**

I have a long history of being involved in promoting Fayetteville as an individual and as a professional. I would like the opportunity to expand my involvement & commitment. I believe Fayetteville is the heart of NWA and the decisions made by the A&P in the next 3 years will have long range effects for our city. I want to be a part of those plans.

**References:**

Alderman Mark Kinion	411 Ila Fayetteville, Arkansas	479-263-1003
<b>Name</b>	<b>Address</b>	<b>Phone</b>
Ms. Kelly H. Zega	1532 E. Columbus Blvd Fayetteville, Arkansas	479-879-5032
<b>Name</b>	<b>Address</b>	<b>Phone</b>

How did you hear about the opening(s)? NWA Times ☐ Free Weekly ☐ Accessfayetteville.org ☐  
 Government Channel ☐ Chamber of Commerce ☐ Other ☒ Facebook posting

Please fill out application COMPLETELY and return to: City Clerk's Division  
 113 W. Mountain Street, Fayetteville 72701  
 Fax to 718-7695 or Email to city\_clerk@ci.fayetteville.ar.us  
 If you have any questions call 575-8323

**Office Use Only:**

Term Begins: _____	Appointed: _____
Term Expires: _____	Replaced: _____
Terminated: _____	Resigned: _____





## Sandra Bennett

---

**From:** nancy@trecinc.net  
**Sent:** Friday, March 09, 2012 9:16 AM  
**To:** sbennett@twncenter.com  
**Subject:** bid on Old Post Office Building appraisal

Sandra,

Here is Mark Risk's bid for the appraisal of the Old Post Office Building. It would be \$2000 for this service and we could have it ready in 3 to 4 weeks.

--- you would like the ---

--- inspection, that ---

Thank you for the opportunity to bid.

For Mark Risk.

Nancy Langbein  
The Real Estate Consultants  
118 N. East Ave.  
Fayetteville, Ar. 72701  
479-442-0762  
479-442-6586 fax  
[nancy@trecinc.net](mailto:nancy@trecinc.net)

# LETTER OF INTEREST

*ON*

PROVIDING APPRAISAL REPORTS ON  
OLD POST OFFICE BUILDING  
LOCATED ON THE FAYETTEVILLE SQUARE  
WASHINGTON COUNTY

*FOR*

MS. SANDRA BENNETT  
FAYETTEVILLE ADVERTISING & PROMOTION COMMISSION  
FAYETTEVILLE, AR 72701

*AS OF*

DATE OF RESPONSE – MARCH 7, 2012

*BY*

STUART SANDERS, STATE CERTIFIED  
GENERAL REAL ESTATE APPRAISER, CG 1738

HANK BROYLES, STATE CERTIFIED  
REAL ESTATE APPRAISAL TRAINEE, SR 3635

PARRISH APPRAISALS, INC.  
P.O. BOX 846  
FAYETTEVILLE, ARKANSAS 72702





March 7, 2012

Ms. Sandra Bennett  
Fayetteville Advertising & Promotion Commission  
Fayetteville, AR 72701

RE: Letter of Interest Emailed to Sandra Bennett

Dear Ms. Bennett:

We are most pleased to respond to your invitation to bid on the Old Post Office Building Appraisal. As you may know, I have performed these types of appraisals in the Northwest Arkansas market area for the past twelve years.

In 2006, I accepted the position of Manager of the Commercial Appraisal Division of Parrish Appraisals, Inc. in Fayetteville, Arkansas. I have actively sought to engage this type of work with municipalities, in which I feel most confident and qualified.

My efforts have resulted in appraisals prepared for the following entities:

The City of Springdale, Arkansas (Water, Sewer and Right of Way Projects)  
The City of Rogers, Arkansas (Water and Right of Way Projects)  
The City of Bentonville, Arkansas (Water, Sewer and Right of Way Projects)  
The City of Farmington, Arkansas (Water, Sewer and Right of Way Projects)  
The City of Cave Springs, Arkansas (Water, Sewer and Right of Way Projects)  
The City of Fayetteville, Arkansas (Water, Sewer and Right of Way Projects)  
Arkansas State Government including: Parks and Recreation, Natural Heritage  
Commission, Department of Transportation  
United States Government including: Headstart Program, Veterans Administration,  
Housing and Urban Development  
Two Ton Water District - Beaver Water District - Ozark Electric Cooperative  
Numerous Individuals and law firms located in Northwest Arkansas  
Specific details on these projects are available upon request.

Professional references pertaining to my utility easement appraisal work include:

Ms. Patsy Christie or Sam Goade with the City of Springdale, Arkansas  
Ms. Cassie Elliot with the City of Cave Springs, Arkansas  
Mr. Steve Glass with the City of Rogers, Arkansas



The scope of work for the Old Post Office Building covers the land and building located on the Fayetteville Square. We will perform approaches to value for;

- (1) the land value only – Cost Approach to Value.
- (2) the land and building value – Sales Comparison Approach to Value
- (3) the income value – Income Approach to Value

**OUR PRICE:** Provided below is a schedule of fees for the appraisal:

- 1. Restricted Use Report..... \$1,500
- 2. USPAP Summary Report ..... \$2,500

The Restricted Use Report is compiled with the same research and information, but no specific sales information is included. The Restricted Use Report is concise and is approximately 15 pages, whereas the Summary Report requires 100 pages or more.

**OUR TIME FRAME:**

10 days from your acceptance of our proposal we will have delivered 2 original copies of the appraisals and email copies to your attention.

Thank you for this opportunity to bid on your project.

Sincerely,

Stuart Sanders CG1738  
Hank Broyles SR 3635

## STATEMENT OF QUALIFICATIONS FOR STUART H. SANDERS

### EDUCATION

July 1999: University of Texas at San Antonio  
Bachelor of Business Administration; Finance, Building & Land Development Concentration

### PROFESSIONAL COURSES COMPLETED

Real Estate Principles – UTSA—1997; Real Estate Investments – UTSA—1998; Real Estate Appraisal UTSA—1999; Real Estate Finance – UTSA—1999; Building Construction Estimating -- UTSA—1999

**The following courses and exams given by The Appraisal Institute have been successfully completed:**

Course 101– Uniform Standards of Professional Appraisal Practice, Update -- 2010  
Course 410 – Uniform Standards of Professional Appraisal Practice, Part A -- 2000  
Course 310 – Basic Income Capitalization -- 2001  
Course 210 – Residential Case Study – 2000  
Course 510 – Advanced Income Capitalization -- 2005  
Course 520 – Highest and Best Use – 2003 (Course Only)  
Course 530 – Advanced Sales Comparison and Cost Approaches – 2004  
Course 540 – Report Writing – 2007  
Course 550 – Advanced Applications -2007 (Course Only)  
General Appraiser Market Analysis & Highest and Best Use - 2009

### WORK EXPERIENCE

August 99 – October 2005; Staff Appraiser for Reed & Associates, Inc.– Springdale, AR  
June 06 – Present; Commercial Appraiser for Parrish Appraisals, Inc. – Fayetteville, AR  
Condemnation Work - Cities of Rogers, Springdale, Farmington, Fayetteville, Cave Springs & Bentonville;  
Public Utilities including; Beaver and Two Ton Water Districts, Swepco, Ozark, and Carroll Electric Co's  
Arkansas State Government including; Parks and Recreation, Natural Heritage Commission, Department of Transportation.  
United States Government including; Headstart Program, Veterans Administration, Housing and Urban Development

### RELEVANT COLLEGE COURSES

Accounting Principles I & II, Business Law, Intro to Communications, Intro to Microeconomics, Intro to Macroeconomics, Principles of Finance, Information Systems Mgt., Organizational Theory, Business Communications, Strategic Management, Principles of Marketing, Management Science, Business Statistics, Principles of Real Estate, Real Estate Investment, Real Estate Mortgage and Banking, Real Estate Law, Construction I, Housing and Land Development, Professional Practice, Arch. Documents, Building & Construction Estimating, Project Development, Construction Management, Urban Planning, Building and Land Development Practicum, Computer Applications in Design I & II.

### REFERENCES

Upon Request